	EC'd Yes	Rep Order#
		6837373
		Ver# 1
		Mod# 0
		I Mod# 0 Status Confirmed
Showing Buylines: All Lines		Traffic Order# 104857
	Last Received:	
	07/27/2012 1:29 PM	Printed:
		07/27/2012 2:43 PM

of Of

Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) AMY MCCREARY

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 60S

Buyer MICHAEL D'ETTORRE

Phone# BERKLEY FOR SENATE -60 SC=* -- CONTRACT COMMENT --Fax# Agency () SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //60S
Flight Dates 07/30/2012 - 08/06/2012
Hiatus Weeks

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SA Buyl	M Buyl	M-F Buyl	M-F Buyl	M Buyl	M Buyl	M, F Buyl	M Buyl	M-F Buyl	Day
7A-9A Buyline Comment: SAT TODAY	7P-730P Buyline Comment: WHEEL	7P-730P Buyline Comment: WHEEL	430P-5P Buyline Comment: NEWS	430P-5P Buyline Comment: NEWS	6A-7A Buyline Comment: NEWS	6A-7A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	Time
SAT TODAY	WHEEL	MHEEL	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	Program
0 0	60	: 60	:60	60	: 60	:60	: 60	:60	Len
\$1,200.00	\$2,200.00	\$2,200.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$800.00	\$800.00	Rate
08/04-08/04	08/06-08/06	07/30-08/03	07/30-08/03	08/06-08/06	08/06-08/06	07/30-08/03	08/06-08/06	07/30-08/03	Dates
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Н	ļΔ	បា	CI	Ь	ļk	N	щ	ហ	Total
\$1,200.00	\$2,200.00	\$11,000.00	\$7,000.00	\$1,400.00	\$1,400.00	\$2,800.00	\$800.00	4,000	Total Cost
									Daypart

#	Station KSNV-TV LAS VEGAS, NV. Advertiser () BERKLEY FOR SENATE Product BERKLEY FOR SENATE	Rep Order# 6837373 EC'd Yes
ORRE	JAS, NV. Y FOR SE ENATE	Ver# 1
	NATE	Mod# 0
Agency C/P1/P2/E Flight Dates Hiatus Weeks	Agency (1 Mod# 0 Status Confirmed
P1/P2/E //60S :s 07/30/2012 - 08/06/2012 eks	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	Traffic Order# 104857 Pri Last Received: 07. Showing Buylines: All Lines
Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (nted: /27/2012
e# 215-568-6540 # 215-568-1845) PHILADELPHIA) AMY MCCREARY	07/27/2012 2:43 PM 1:29 PM

Demos Books

RA35+ JUL12 EST SHARES NEW ORDER -- COMPETITIVE COMMENTS-

Station Totals: 22 / \$31,800.00

Sales Totals: 22 / \$31,800.00

Aug 12:

22 / \$31,800.00

-SALES MONTHLY TOTALS-

Report Totals: 22 / \$31,800.00

-REPORT TOTALS-

Lines not sent/rcld/rtrn: 0 / \$0.00

-COMPETITIVE-

Market Totals

\$117,778

CATV

XXXX KTNV

15% 0%

KTUD KBLR

% %

KINC

% % %

KVMY KLAS

1 30 %

KSNV KVVU

27% 25%

2 of